

CLAIMS:

1. A method of applying/detecting a digital fingerprint to/in an image comprises:
dividing the image into regions, the location and/or size of the regions being based on a
content of the image; and
applying/detecting the digital fingerprint.

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2. A method of dividing an image into regions for the application of a digital
fingerprint comprises selecting the location and/or size of the regions according to a content
of the image.

10 3. A method of as claimed in claim 1 or claim 2, in which the image is divided
based on the location of a centroid of the image.

4. A method as claimed in claim 3, in which a grid for dividing the image is
centred substantially at a location of the centroid of the image.

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5. A method as claimed in claim 4, in which horizontal and vertical sizes of
divisions of the grid are independent of one another.

6. A method as claimed in claim 5, in which the size of horizontal and/or vertical
20 divisions is based on a content of portions of the image.

7. A method as claimed in claim 6, in which the size of horizontal and/or vertical
divisions is based on centroids of portions of the image.

25 8. A method of embedding/detecting a digital watermark into/in an image
comprises selecting a size and/or location for a watermark pattern based on a content of the
image, and embedding/detecting the watermark.

9. A method as claimed in claim 8, in which a location of the watermark is chosen according to a location of a centroid of the image.

10. A method as claimed in claim 9, in which the watermark is present as a grid
5 element.

11. A method as claimed in claim 10, in which, a size of the watermark or a size of grid for the watermark is chosen according to a content of portions of the image.

10 12. A method as claimed in claim 11, in which a size of the watermark or a size of grid for the watermark is chosen according to centroids of portions of the image.

13. A computing device programmed to operate the method of any one of claims 1 to 12.

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14. A computer program product operable to perform the method of any one of claims 1 to 12.